

FILTERS

DATE RANGE

1/1/20226/30/2026

WAREHOUSE

- ☐ Brisbane D.C.
- ☐ Melbourne D.C.
- ☐ Sydney D.C.

CARRIER

- ☐ EconomyShip
- ☐ MetroExpress
- ☐ NationalParcel
- ☐ RapidPost

DELIVERY ZONE

- ☐ A — Inner Metro
- ☐ B — Outer Metro
- ☐ C — Regional
- ☐ D — Remote

DEPARTMENT

- ☐ Apparel - Kids
- ☐ Apparel - Mens
- ☐ Apparel - Womens
- ☐ Auto
- ☐ Baby
- ☐ Bathroom
- ☐ Beautv

ORDER VOLUME

487K



22K

Latest mo

-3.2%

Δ MoM

LINE REVENUE (GMV)

\$210M



\$10M

Latest mo

-3.6%

Δ MoM

MEAN SHIP-TO-DELIVER

59.6



59.7

Latest mo

+0.7%

Δ MoM

DELIVERED RATE

84.5%



85.0%

Latest mo

+0.7%

Δ MoM

TOP-50 STOCKOUT RATE

19.8%



20.4%

Latest mo

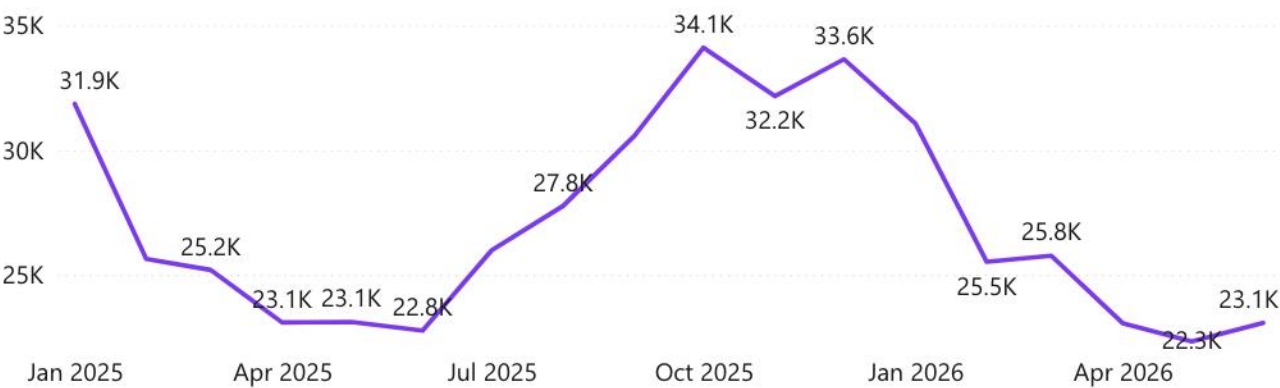
+14.4%

Δ MoM

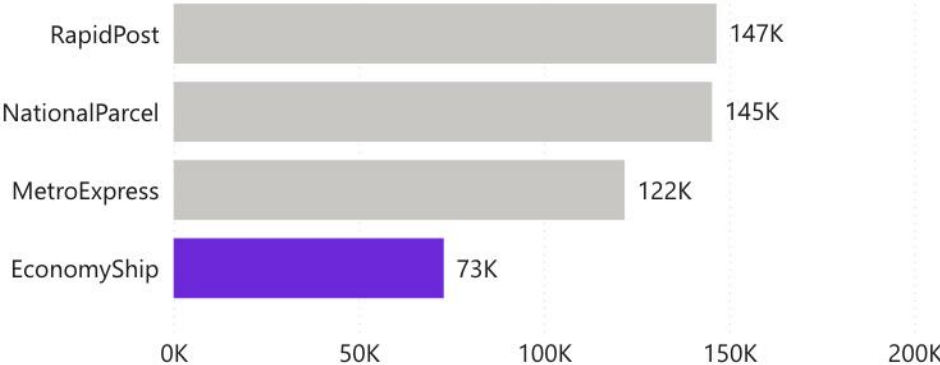
WORST-FIRST • CARRIER × WAREHOUSE LANES • SHIP-TO-DELIVER HRS

Carrier	Warehouse	Orders	Ship→Deliver hrs
EconomyShip	Melbourne D.C.	29,239	86.4
EconomyShip	Sydney D.C.	25,734	86.4
EconomyShip	Brisbane D.C.	17,991	86.3
MetroExpress	Brisbane D.C.	30,339	71.9
NationalParcel	Sydney D.C.	51,020	70.3
RapidPost	Brisbane D.C.	36,656	57.7
NationalParcel	Melbourne D.C.	58,280	55.5
MetroExpress	Melbourne D.C.	48,536	50.2
Total		486,620	59.6

ORDER VOLUME • BY MONTH



ORDER VOLUME • BY CARRIER



MEAN SHIP-TO-DELIVER HRS • BY MONTH



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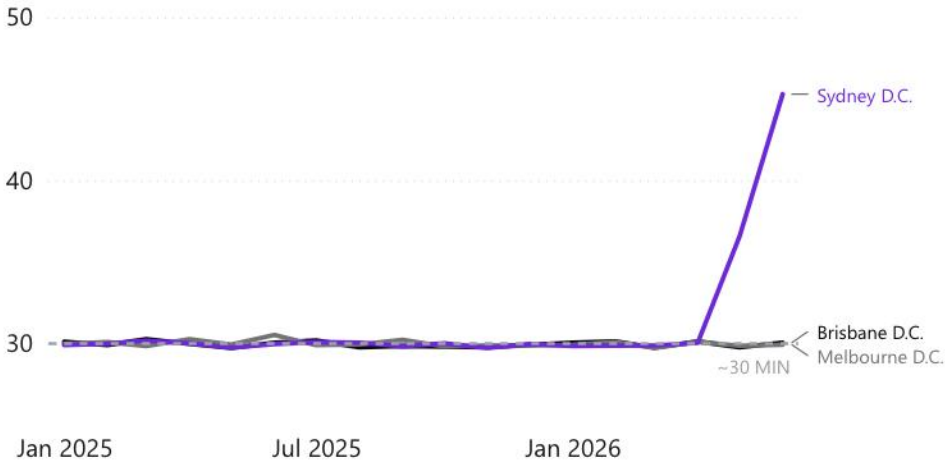
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Δ MoM

STAGE COMPLETION • PLACED → DELIVERED



PICK-TO-PACK MIN • BY MONTH — SYDNEY SPIKES MAY 2026



TERMINAL STATUS MIX • BY D.C. • VIOLET = DIDN'T COMPLETE

Warehouse	Cancelled	Delivered	InTransit	Packed	Picked	Placed	Total
Brisbane D.C.	6,087	102,309	12,538	76	5	7	121,022
Melbourne D.C.	9,808	164,245	20,207	150	4	8	194,422
Sydney D.C.	8,707	144,624	17,701	125	9	10	171,176
Total	24,602	411,178	50,446	351	18	25	486,620

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1/1/2022

6/30/2026

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CARRIER × WAREHOUSE • MEAN SHIP-TO-DELIVER HRS

Carrier	Brisbane D.C.	Melbourne D.C.	Sydney D.C.	Total
EconomyShip	86.3	86.4	86.4	86.4
MetroExpress	71.9	50.2	48.0	54.8
NationalParcel	50.2	55.5	70.3	59.3
RapidPost	57.7	48.0	47.9	50.4
Total	63.3	56.6	60.3	59.6

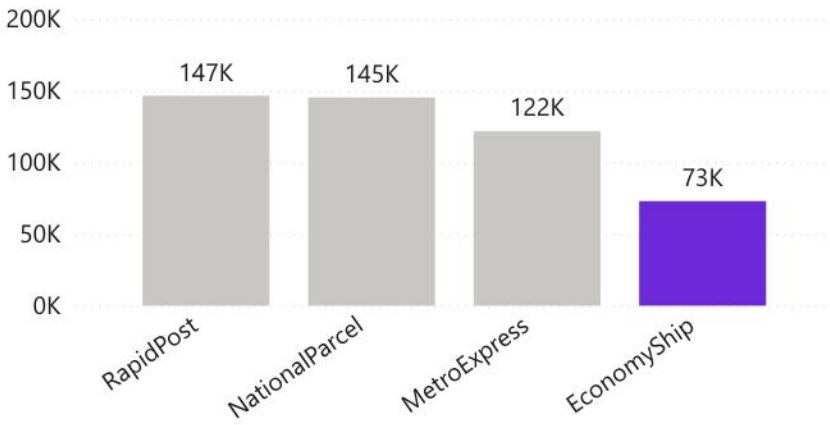
RE-CUT BY DIMENSION • ORDERS • HRS • DELIVERED • COST

Carrier	Orders	Hrs	Delivered %	Avg Cost
EconomyShip	72,964	86.4	84.2%	\$8.76
MetroExpress	121,769	54.8	84.6%	\$14.77
NationalParcel	145,336	59.3	84.6%	\$11.95
RapidPost	146,551	50.4	84.5%	\$14.11
Total	486,620	59.6	84.5%	\$12.83

PIVOT ROWS BY

Warehouse	Carrier
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ORDER VOLUME BY CARRIER



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MOST-OVERSTOCKED SKUS • DEAD CAPITAL — FILTER BY DEPARTMENT

SKU	Dept	Band	Mean On-Hand	Wks Cover
Saffron Lipstick 1A7	Beauty	Long Tail	413.9	2,421.2
Sienna Baby Towels 35D	Baby	Long Tail	407.8	2,327.2
Pewter Toothbrushes 3BE	Health	Long Tail	406.7	2,213.0
Crimson Tuners FE5	Hobby	Long Tail	405.3	2,432.1
Magenta Baby Towels EBA	Baby	Long Tail	405.3	1,935.3
Marine Pots C38	Garden	Long Tail	404.8	2,203.0
Ivory Toddler Nappies 71F	Baby	Long Tail	404.6	2,058.4
Citrine Styling 261	Beauty	Long Tail	403.8	2,099.6
Slate Eye Masks C55	Travel	Long Tail	402.1	2,090.8
Sienna Bibs 835	Baby	Long Tail	401.0	2,606.6
Marine Mops 32F	Cleaning	Long Tail	400.7	2,232.7
Pewter Watercolours 2C1	Hobby	Long Tail	400.0	1,835.3
Onyx Laundry Powder C0D	Cleaning	Long Tail	400.0	1,991.3
Mauve Laundry Powder 1C6	Cleaning	Long Tail	399.9	1,949.7
Ivory HDMI Cables AB0	Electronics	Long Tail	399.8	3,017.5
Beryl Razors 714	Health	Long Tail	399.2	2,830.7
Teal Cargo Pants ED4	Workwear	Long Tail	399.0	3,334.5
Beryl Newborn Nappies 960	Baby	Long Tail	398.9	3,333.6
Crimson Baby Soap CFD	Baby	Long Tail	398.5	2,390.7
Total			231.4	214.6

ON-HAND × WEEKS OF COVER • BY SKU BAND

Band	On-Hand	Wks Cover
Long Tail	367.5	2,038.7
Middle	173.9	123.3
Top 50	46.9	5.4
Total	231.4	214.6

TOP-50 STOCKOUT RATE BY WAREHOUSE



Stockout risk is 100% concentrated in the top-50 – the middle & long tail never hit zero stock.

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SHIP-TO-DELIVER HRS • STATE → POSTCODE • VIOLET = SLOWER

State	Ship→Deliver hrs	Del %	Orders
ACT	59.1	84.8%	10,881
NSW	61.7	84.5%	157,448
NT	58.3	84.5%	13,022
QLD	61.8	84.5%	102,054
SA	58.8	84.4%	16,556
TAS	59.1	85.1%	10,789
VIC	56.2	84.4%	153,933
WA	58.8	84.8%	21,937
Total	59.6	84.5%	486,620

SHIP-TO-DELIVER HRS • BY POSTCODE

DELIVERY SPEND × ORDER SHARE • BY_ZONE

Zone	Spend	Order %
A	\$1,752,607	46.5%
B	\$1,186,724	22.9%
C	\$1,677,084	20.4%
D	\$1,626,269	10.3%
Total	\$6,242,684	100.0%

CENTRAL COAST • SHIP-TO-DELIVER BY_CARRIER

• bubble size = mean ship-to-deliver hrs • east-coast cluster =

Command

Lifecycle

Carrier

Inventory

Geography / cost

Order detail



// ORDER HEADER

Carrier	Warehouse	Order Value	Delivery Cost
RapidPost	Sydney D.C.	\$842.64	\$18.70

// ORDER LINES

SKU	Qty	Line Value
Garnet Saucepans 389	3	\$461.61
Ivory Moisturisers 72D	1	\$16.21
Mocha Glassware 3A1	1	\$72.89
Saffron Glassware E58	1	\$140.12
Sienna Baking Sheets 9D3	1	\$40.30
Sienna Bath Towels 861	1	\$101.19
Teal Blenders AF0	2	\$10.32

// THIS ORDER'S LIFECYCLE • MILESTONE TIMELINE



// STAGE DURATIONS • THIS ORDER

18.3 Pick → Pack (min)	153.6 Pack → Ship (min)	16.3 Ship → Deliver (hrs)	Delivered Terminal Status
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// LINE VALUE BY SKU

